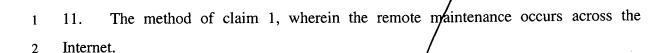
We claim:

1. A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

- 3 (a) receiving records of individuals from an existing database;
- (b) populating a web-based database with the individual records;
- 5 (c) creating an access account for each individual record;
- 6 (d) transmitting the access account to the individuals; and
- 7 (e) enabling remote main enance of the individual records by use of the access account.
- 1 2. The method of claim 1/2, wherein the records are received by transfer across an
- 2 electronic link.
- 1 3. The method of claim \not 2, wherein the electronic link is electronic mail.
- 1 4. The method of claim 2, wherein the electronic link is selected from satellite
- 2 systems, cable systems, direct modem connections, network connections, VPN
- 3 connections, or Intranet connections.
- 1 5. The method of claim 1, wherein the populating of the web-based database with
- the individual records further comprises automatically mapping the records.
- 1 6. The method of claim 1, wherein the populating of the web-based database with
- the individual records further comprises manually mapping the records.
- 7. The method of claim 1, wherein the access accounts are generated automatically.
- 1 8. The method of claim 1, wherein the temporary access accounts are transmitted to
- 2 the individuals by fax.
- 1 9. The method of claim 1, wherein the temporary access accounts are transmitted to
- 2 the individuals by email.
- 1 10. The method of claim 1, wherein the temporary access accounts are transmitted by
- 2 a media selected from voice mail, physical address, or pager.

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- 1 12. The method of claim 1, wherein the remote maintenance comprises altering the
- 2 individual records.
- 1 13. A method of automatically updating data records stored in a web-based database,
- 2 the method comprising the steps of:
- 3 (a) providing Internet access to the web-based database;;
- 4 (b) generating passwords for the data records;
- 5 (c) automatically distributing the passwords; and
- 6 (d) providing Internet access to the data records through use of the passwords.
- 1 14. The method of claim 13 wherein the Internet access to the data records is provided
- 2 for adding data to the records.
- 1 15. The method of claim 13 where in the Internet access to the data records is provided
- 2 for amending the data in the records.
- 1 16. The method of claim 13 wherein the Internet access to the data records is provided
- 2 for restricting further access to the data in the records.
- 1 17. A remotely accessible data storage system, comprising:
- 2 (a) a database provided for storing customer data records;
- 3 (b) an account generator provided for creating access numbers for the data
- 4 records;
- 5 (c) a broadcast system provided for distributing the access numbers to the
- 6 customer; and
- 7 (d) an update system provided to enable customer access to the data records
- by use of the acgess numbers.
- 1 18. The remotely accessible data storage system of claim 17, wherein the database is a
- web-based database.

- 1 19. The remotely accessible data storage system of claim 17, wherein the customer
- 2 data records include marketing profiles.
- 1 20. The remotely accessible data storage system of claim 17, wherein the broadcast
- 2 system distributes the access numbers by facsimile.
- 1 21. The remotely accessible data storage system of claim 17, wherein the broadcast
- 2 system distributes the access numbers by email.
- 3 22. The remotely accessible data storage system of claim 17, wherein the broadcast
- 4 system distributes the access numbers by the media selected from voice mail, instant
- 5 messaging, mail, or by pager.
- 1 23. The remotely accessible data storage system of claim 17, wherein the broadcast
- 2 system distributes the access numbers by a combination of fax, email, and voice mail